

Table 3				
Verbatim Responses of all Confused Test Condition Participants				
Resp ID	Who Sourced, Sponsored, or is Affiliated?	Why do you say that?	What else, if anything, makes you say that?	What Other Products?
		brand		
206	Hammer	That's the car	I know the car. thge look	have no idea
208	hummer company	it looks alot like a hummer	the high cab and big tires	hummers
210	HUMMER	THE STLYE	SHAPE, SIZE	NOT SURE
216	Hummer	thats what it is		H2, H3
220	General Motors	Know GM makes and Markets the Hummer	nothing	GMC, Cadillac, Chevys, Pontiac, Buick
221	GM/Hummer	That's who makes it.	*	Chevrolet Cadillac
223	Hummer	Beuase it looked like a version of one.	The overall shape and size	I don't know.
224	car dealership	Because it is a hummer!	I do not know	I do not know
225	hummer	car	look	humv
229	GMC	Because GMC is the parent company that makes GMC Trucks, Chevrolet, Pontiac, HUMMER(which is what the pictures are of) SAAB, Buick, etc.	It's a HUMMER	Different car dealers, financing,
233	GM	it looks like a Hummer	Nothing	Cadillac, Saturn, GMC
240	hummer	looks like their products	nothing	only vehicles
241	hummer	it looks like one		dont know
243	GM hummer	gm	na	Oldsmobile
251	Hummer	It looks like the Hummers I have seen on the street	That is what I believe the name of those types of vehicles	H2, H3
254	hummer	that's what it looks like	nothing else	nothing
260	Hummer	It looks like one	nothing	Cars
262	GMC Hummer	Thats what it is	nothing	GMC
263	jeep hummer	that the image of a hummer	nothing	grand cherokee
264	GM	I think they put it out because of the ruggedness	that is all i have eto say about the subject other than it is a HUMMER	pontiac, chevrolet, buick, cadillac, oldsmobile, arctic snow cat
265	Hummer	It looks like a Hummer	No other makers make this kind of vehicle.	not sure
266	Hummer	It looked like a Hummer		I dont think any
270	hummer	the product is a hummer	the shape, size, very distint looks	GM is the company hummer is the product. gm puts out, chevrolets, buicks, pontiacs, lots of other vehicles,
274	Hummer	looks like a typical hummer shape that I have seen in the past	nothing	hummer 2 and 3
276	Hummer	Seen it before	nope	Humvee?
280	GM	I beleive they are the manufacturers of Hummers	seen the product on GM car lots	Chevy, Saturn, Pontiac, GMC
284	Hummer	Because it was a picture of a hummer	it was a hummer	no one
286	Hummer	It looks like a Hummer.	It looks exactly like a Hummer.	I think Hummer is under General Motors so they make other cars as well.
288	Hummer	The vehicle looks like a Hummer vehicle	There is no other vehicle that looks like that except Hummer	I think just vehicles
289	Hummer	That's what it is.		Well, after looking it up, I see that it is a General Motors (Buick, Cadillac, Chevrolet, GMC, Holden, Hummer, Opel, Pontiac, Saab, Saturn, Vauxhall(vehicle)).
291	hummer	i have seen alot of hummers		h2
292	Hummer	Looks like a hummer	Nothing	Other hummers/cars
294	Hummer	they make similar looking		H1, H2, H3

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Resp ID	Who Sourced, Sponsored, or is Affiliated?	Why do you say that?	What else, if anything, makes you say that?	What Other Products?
		vehicles		
296	Hummer	I believe that is who makes it.	Nothing.	Do not know.
308	hummer	thats what it is		h2 h3
309	Hummer	Because it looks like a Hummer	Nothing	Nothing that I can think of
317	Hummer	It looks like a Hummer	None	Don't know
318	hummer	it looks like a hummer	prior experience from seeing cars	other cars different sizes
319	hummer	that is what it looked like... an old military hum vee	nothing	don't know
324	Hummer	I know that this vehical is a Hummer.	I know the style of this vehical and all its features	There are three versions of the Hummer
332	Hummer	Because I never hear/see any other name listed in advertisements for the hummers	nothing	i don't know
333	hummer	looks like one		i don't know
336	hummer	That is what this vehicle looks like	The size and shape of it	I only know vehicles and am not sure of other products.
338	hummer	cause it favors a hummer	just the way it looks like a hummer	i dont know
340	Hummer	It looks like a military vehicle	It looks a lot like the vehicles I have seen at the car deafer or on the street that was identified to me as "a Hummer."	None that I am aware of
345	Hummer	It looks like a humvee	that is it	do not know
348	hummer	because its a humvee	no one else makes that type of vehicle	h2,h3
350	Hummer	Have seen it before	advertising	don't know
351	Hummer	Because it looks like a Hummer H2 owned by GM	nothing	H3, H4
353	hummer	because it looks like a hummer	nothing	i don't know
359	hummer	I know what make it is		jeep
360	GMC	They make the Hummer	The are a US car company	A large line of cars and trucks
370	Hummer	It looks like a Hummer of some sort.	Because it does look like one.	I don't know
374	hummer	i know people who have them		dont know
385	hummer	Product looks familiar	unique shape and style	that is the only product I am aware of.
388	Hummer	It looks like a Hummer. it is a unique looking vehicle	What else could it be? There aren't many vehicles that look like that.	I think they just make cars.
394	Hummer	It looks like a rougher, longer H1	grill	H1, H2, and H3
397	GM, Hummer	I recognized it to be a Hummer H1	Personal experience with purchase	Other Hummers, H2, H3 and all other car brands owned by GM
398	hummer	because of the suv	none	dont know
404	Hummer	Appearance of a Hummer.	Shape.	Don't know.
405	GM	I think this is a Hummer	I'm pretty familiar with autos	cars and trucks
406	Hummer	It appears to be a version of the Hummer H1.		Only vehicles that I am aware of.
412	general motors	because the vehicle looks like a hummer	hummer is owned by GM.	CHEVRELOT, PONTIAC, CADILLAC, BUICK, OPEL, HUMMER, GMC, SATURN
416	Hummer	Because I've seen them.	Because it looks just like a Hummer.	don't know of any others
418	Hummer	Because it looks like the Hummer H-1 Alpha		H-2, H-3
421	hummer	It looks to me like hummer cars I've seen on the road	n.a	i don't know

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422	hummer	looks as rugged, looks rectangular	looks like a tank	do not know
423	hummer	It looks like a hummer	The shape of the vehicle	dont know- just hummers that i know of
428	American General	That was the first gen. Hummer. Built by American General	I work for NAPA Auto Parts and I have had to find parts before for a few of them.	GMC Olds, Pontiac, Cad, Chevrolet, And so on.....
430	HUMMER	THE DESIGN OF THE VEHICLE		THE H-2, H-3, THE HUMMER FOR OFFROAD AND URBAN USE AND THE MILITARY VERSIONS
431	Hummer	Because the vehicle looks like a Hummer.	It was just a best guess. I am not sure if another company owns or produces the Hummer vehicles.	Nothing that I am aware of. Although I think General Motors may own or manufacture for Hummer so possibly other makes/models of vehicles.
432	Hummer	I recognize the vehicle shape.	nothing	other model large SUVs
433	hummer	lookslike 1		hummer2
438	hummer	looks like one	nothing	hummers
443	Hummer	Because a Hummer has a very unique look to it that ONLY that make has, no other car looks anything like it.		The H2, the H3
444	Hummer	It looks like one	Nothing	Don't know
452	Hummer	It looks like a Hummer.	The body style.	I don't know.
453	Hummer	I have no idea, but it looks like something... like that.		Old looking cars?
455	Hummer	Hummer has 2 trucks out now that looks like that style.	They style, rugged look.	H3 and H5
458	GM/Hummer	General Motors makes Hummers, it looks like a Hummer	General shape of the vehicle.	Hummer makes the original hummer, H2 and H3.
465	Hummer	Looks similar to the Hummer models currently available.		Many it is a part of GM
466	hummer	I think I have seen them before at a Hummer dealership and on the road		None that I know of
467	Hummer	It is a Hummer vehicle.	Nothing else.	Car accessories.
469	hummer	.. it's a hummer?	na	i dont know
474	Hummer	Because I know that is the original Hummer.		The newer line of Hummers.
476	GM	Because it looks like an older Hummer and I think that Hummber is a GM product.	nothing	I think they own Chevrolet, Pontiac and Buick...also Cadillac but I'm not 100% positive.
477	gmc	they make hummers	na	dont know
478	Hummer	Because it looks like a hummer.	hummer has a specific style and look.	As far as I know it puts out Hummers, Humvee's, H20.
480	GM- Hummer	Because I believe it is so.	It looks like a hummer	silverrado
482	GM	Because it is a Hummer made by General Motors	the looks	cars
483	hummer	I don't know who manufactures the hummers it looks like a hummer to me		don't know the manufacturer
488	hummer	na	na	na
491	Hummer	It Looks like one.	Nothing	H2 H3
497	Hummer	Because it looks like a Hummer in some ways.	It's square and boxy like a Hummer	I don't know.
498	hummer	I don't know if that is the name of the vehicle, or who makes it. So I'm guessing that is who makes it.		I dont know

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499	hummer	hummer bought the rights from the govt.	nothing	h1,h2,h3
501	Hummer	Actually I believe it is Chrysler, Hummer is the model.	Nothing	Not sure.
502	hummer	I recognize it as a hummer	no	don't know
506	hummer	it looks like a Hummer.	its big	dont know
507	General Motors	because a Hummer is a general motors product		Chevrolet, pontiac buick gmc cadillac saturn
511	GM	Because it is the original commercial Hummer	nothing	Cars and trucks
513	hummer	looks like one	nothing else	hummer 3, hummer 2, hummer
516	hummer GM	it's a Hummer	n/a	The Hummer line H1 H2 H3
517	Hummer	Because that is definitely a Hummer.	Don't know.	Don't know
519	hummer	they have cars like that	nothing	sedans
520	Hummer	Because the vehicle shown looked like the original Humvee, the one before the H2.		The Hummer H2 and the Hummer H3
522	GM	in Vegas we participated in a GM test drive and one of the vehicles was a hummer	nothing	corvettes
524	hummer, gm	the general look of the vehical	nothing, if caught me right away	cars trucks and suv
525	Hummer	Looks like a humvie	it just looks like its in the hummer class	Not sure
531	Hummer	It looks like a Hummer	Nothing, its a Hummer	H2, H3
535	hummer	It looks like the Hummers I have seen on the road and TV		I don't know
538	Hummer	I have seen this car on the road	nothing	not sure
539	Hummer	Because it is a hum-v, made for the military		off-road vehicles
541	hummer	that is the car that it looks like with the square sides and boxy shape	nothing	military vehicles
543	Hummer	Because it is a Hummer.		Just different models of Hummers
544	hummer	it looks like a hummer	nothing	don't know
546	Hummer	Because I recognize Hum-V vehicles from the road.	not sure	not sure
553	hummer	because it looks like a hummer		not sure
558	hummer	it looks like a hummer...	nothing	different models..
561	Hummer	It Has The Classic "Hummer" Look	There Are No Other Vehicles Like It	All Terrain Vehicles
563	JEEP	IT LOOKS LIKE A HUMMER BUT I DONT KNOW WHICH COMPANY BUILDS THEM		SPORTS UTILITY VECHELES
571	GM	It looks like a hummer	looks more like a military hummer	Vehicles
572	Hummer	It resembles a Hummer	Nothing	Hummer2, Hummer3
575	gm	IT'S A HUMMER, MADE BY GM.	I know what they look like!	Cars & Trucks
576	hummer	i seen hummer cars on the road	n/a	dont no any other
583	hummer	looks like the design	none	thats about it
590	hummer	because it is a hummer vehicle		hummers
592	hummer	it looks like a hummer	just the looks	not sure
594	GM	it's a hummer		cars
595	Hummer	it looks like a Hummer.	n/a	Dont know

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600	hummer	hummer has a similar product line	just the looks of the vehicle	not sure
602	Hummer	It looks like a Hummer	Nothing, it is based on looks.	Humvee, H2 - all vehicles I believe
608	Hummer	It looks boxy like they do	no	Hummer 3
611	Hummer	because i know what the product is	none	not sure
613	Hummer	Because it looks like a humvee to me.	nothing besides my first response	not sure
614	hummer	because its a hummer	unknown	dont know
616	gm	vehicle reminds me of a hummer	nothing	vans, cars, trucks, suv's
620	hummer	i have seen advertisements	commercials	dont know
624	Hummer	Looks like a hummer from all sides	nothing	do not know
626	hummer	because it looked like a hummer	nothing	dont know
629	Hummer	distinctive look of a Hummer	No other model is similar in looks to the Hummer	smaller version of the Hummer, accessories such as snow removal products, etc.
632	hummer	it looks like one	nothing	only suvs/military vehicles
640	hummer	it looks like an h2 made by hummer		h3 and h2
641	Hummer	because it looks just like a hummer	the shape, and style of it	I don't know.
649	hummer	it looks like an h2	looks	i dont know
651	Hummer	This is the brand of vehicle.	By the way it looks.	H2
654	Hummer	because it is a hummer	looking at the different views of it	no idea
656	General Motors	I think they are the company that makes the vecihle	I think GM makes the Hummer	Caadillac, Pontiac, Saturn, Chevy trucks, Chevrolet
659	Hummer	It just looks like either a Hummer or a jeep.	It's boxy	Don't know
660	hummer	I'm familiar with hummers	it unmistakably looks like a hummer	humvees, accessories for cars
664	hummer	thats what i think	design	don't know
665	Hummer	looks like one of their products	the style is uique to them	not sure
670	hummer	its a hummer	nothing	don't know
676	hummer	cause it looks like a hummer	nothing else	other veicles
679	hummer	Looks just like one.	tires, design	dont know
686	HUMMER	IT LOOKS LIKE A HUMMER H-1	NOTHING	H2, H3
688	Hummer	Looks like one	Looks like one	Other SUVs
693	Hummer	looks like a hummer	nothing	i am not aware of any other products besides vehicles
696	Hummer	It looks like one.	n/a	Hummers
698	Hummer	Because it is a Hummer. Don't know the actual company maker name	none	don't know
705	Hummer	That's what it looks like to me, a Hummer.		H2, and H3. Both of which are released by GM.
713	Hummer	It looks like the other automobiles Hummer sells.	Don't know.	H2, H3
715	Hummer	Hummer SUV made by General Motors	No	Other similar SUVs
716	Hummer	the shape and size of the windows, the door shapes and door handles	overall shape and size	I don't know
718	Hummer	It looks like a Hummer because of the width of the suv	The way it is made and designed	Nothing I know of

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719	Hummer	I know thats the name of the vehicle	Because I have seen them before and know people who have used or owned them	Not sure. Other vehicles? Military equipment?
720	hummer	Because it looks like previous products from their company	It is a large box shaped SUV	Just SUVs
722	hummer	i see them a lot on the roads, be it h2 or h2 even	advertising in tv specifically	don't know
723	Hummer	Because it looks just like a Hummer.	it has the same shape and look as a Hummer.	As far as I know only automobiles
724	hummer	it looks like a hummer and is built like one	hummers are not like cars and trucks so they stand out from all the others	i do not know. i have never researched hummers
727	Hummer	Looks like all the other Hummers	nothing	nonw
729	Hummer	Beacues it was a Hummer vehicle, the older style, like the military issue but with civilian technology.		h2, and h3 models
732	Hummer	It looks like a military hummer	I have enjoyed the pleasure of driving one that a friend of mine has owned	h2 and the h3
735	HUMMER	It looks like a hummer		None that I know of
737	Chrysler	Hummer is a division of Chrysler	I'm smart?	300, Sebring, Town and Country, Crossfire, PT Cruiser
738	hammer	because it is similar to hammer models	nothing	i don't know
740	hummer	that their product	na	clothes
743	hummer	it looks exactly like a hummer, without the chrome.	the picture	other sizes of hummers
744	hummer	The vehicles looks	vehicles shape	Don't know
746	Hummer	It looks like Hummer	nothing	Dont know
747	Hummer	Because the truck looks like a Hummer	Nothing	Unsure
748	Hummer	That's what the vehicle is - if there's a "company name" beyond that, I don't know what it is.		H2 and H3
753	Hummer	Body Style is similiar	nothing.	I don't know.
754	hummer	it looks like a H2	nothing else	just cars
757	Hummer	That is what it looks like	nothing - just the looks	no idea
765	Hummer	It has many of the features of the Hummer line.	nothing	Since the Hummer line is a General Motors line, I could say that GM makes other lines of cars and trucks.
766	Hummer	That what the vehicle looks like to me.	The construction of the vehicle.	none that I am aware of.
771	Hummer	It's the brand name	they are very well-known	GMC I believe they are associated with
773	hummer	that is what was displayed and I can't think of any other name for the company	I think that is the right answer	nothing else that I can think of
776	Hummer	That is the name of the vehicle	I think it is made by JEEP	Jeep, Chrysler, Buick
777	hummer	it looks like a hummer	nothing	dont know
779	hummer	It looks like a hummer.	nothing.	I do not know.
780	hummer	Shape and layout	style	no idea
783	GMAC	It looks like a Hummer and I figured GMAC made them.	GMAC if a big with cars.	Just cars
784	hummer	It looks like a Hummer	no other reason	I do not know
787	Hummer	it looks like a hummer automobile because it looks	Large tires square shape	Other models of the vehicle.

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		very large and can handle very harsh land conditions.		
788	Hummer	Because it looks just like a military hummer	I know a hummer, because they are a very distinct design	Don't know
791	Hummer	It looks like the known style for that company.	It just looks like the companies style.	not sure
794	hummer	it is a hummer	nothing	do not know
795	Hummer	GM	Hummer	GM - Chevrolet, Pontiac
796	hummer	lookers like a humvee	nothong	noyhing
797	GMC	We have a Hummer and that is who put's it out	Nothing else	Don't know
800	hummer	because the design of the car makes me think that this is the name of the car company that puts the car out	just looking at it quickly	that's the only product that I know that they put out
806	Hummer	Because it looks as ugly and boxy as the hummers I've seen on the street		I don't have a clue
808	hummer	that's what it looks like, either that or Jeep	the size, shape and body style	hummer2 and hummer2 I believe
811	General Motors	It looks like a Hummer, which I think is made by GM.	Don't know.	Cars, trucks, vans, SUVs.
814	hummer	b/c that's their name		don't know
815	hummer	it looks like a Hummer.	that is the vehicle.	accessories for the hummer
818	AM General	Humvee	Looks like a Hummer H1	Military equipment
822	hummer	Because thats what it is	nothing else	hummer h2, h3
823	Hummer	Because it resembles the H1		H1 H2 H3
826	hummer	it is a hummer	na	dont know
827	General Motors	Because they are the maker of the Hummer	I recognize the vehicle	Buick, Pontiac, GMC, Chevrolet, Saturn, Cadillac
828	gm	I know that it is a hummer, and I thought that gm made them.	just what I thought	pontiac, chevrolet, gmc, oldsmobile, cadillac, and buick
830	Hummer	It resembles, looks exactly like the old hummers and the ones the use in the military.	Nothing else really, they just look exactly alike.	Don't know.
831	GM	I think they are the parent corp of Hummer	na	H1 and H3 of the hummer lines
833	Hummer	Because that vehicle looks like a hummer to me so I thought that was the company.	nothing	the h2, h3, hummer. Different suvs at are hummer oriented
835	Hummer	It looks like vehicles that I have seen before, which are produced by this company.	Nothing.	H, H2, H3
837	hummer brand	looks kind of like a hummer but somewhat like a land rover	it's boxyness	cars and trucks
838	Hummer	Because it appears to be a Hummer	I though I knew what a Hummer looks like	Hummer H1, H2 and H3 I believe
841	hummer	Looks similar to there vehicles	Nothing	Not sure
842	Chevy	It looks like a Hummer and I think Chevy makes Hummers	nothing	dont know
847	Hummer	It looks exactly like a Hummer.	It just looks like a Hummer to me.	I think they also put out Cadillacs
848	Hummer	The body style and look		H1, H2, H3
851	Hummer	It looks like a Hummer SUV	It has the same military vehicle looking style	Don't know
852	hummer	because i know what the older ones looked like, and that was it. The only thing i		i believe thats it

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		am not sure is if hummer is the name of the model, or if it is the make....i am not sure.		
853	GM - Hummer	that is the answer to your question	nothing	other vehicles
857	hummer gmc	it is known all over the world	none	h3
859	hummer	it looks like one	nothing	not sure
862	Hummer	Looks like a hummer	n/a	H2 H3
865	Hummer	Because of the vehicle design	Its a one of kind vehicle	dont know
867	Hummer	It looks like one		?
869	hummer	it looks like a hummer		trucks
871	hummer	seen it before		h1
872	Hummer	It looks like an army type Hummer		H2, H3, etc.
873	HUMMER	I recognize the vehicle	N/A	None
878	gm hummer	It looks like a hummer to me	nothing	nothing that i know of
879	GM HUMMER	gm is the parent company for the hummer vehicles, and it looks like a hummer, but old.	nothing else	Automotive, Truck, Appliances, Gmac,
881	hummer	Looks like that type of vehicle	N/A	don't know
885	Hummer	Looks like the style of one	the shape	don't know
887	hummer	it looks somewhat like the hummers i've seen on the road so i thought it might be their latest model	nothing- just looks like a hummer	gm's- hummer radios, flashlights, special tires or wheels
889	Hummer	i recognize the body shape of a vehicle that is commonly known as the Hummer	don't know	hummer USA government
890	Hummer	Because that is what it looks like	its big	don't know
899	hummer	It looks like it.	It looks like a hummer	I don't know
902	GM	It looks like a Hummer.	The style is very distinctive to a hummer.	pontiac, chevy, buick, oldsmobile
904	Hummer	Because it looks like a hummer.	its a hummer	No clue.
910	Hummer	because it looks like a hummer		GMC puts out cars, trucks and SUV's, H2 and H3
913	Hummer	Thats what I have been told at some point.	DOnt know	Other hummers. .?
917	hummer	because it looks like a hummer	nohting	dont know
919	HUMMER	Because its a Hummer H1, which is quite possibly the coolest car ever.	I have an H2 and know what an H1 looks like	H2, H3, Hummer accessories
920	Hummer	It's a Hummer H1	nothing	H2 and H3
921	Hummer	It looked like military vehicles and I have seen hummers before.	Nothing.	tanks, passangers cars, etc.
922	HUMMER	Because the vehicle is a Military Vehicle that bears a strong resemblance to a Hum V.		Hummer H2
924	general motors hummer	that is who make it. no their own company	shop around	buick chevy caddy olds pont
925	HUMMER	It's shape and design looks similar to vehicles from the HUMMER company	Solid, rectangular look	Vehicles for the Military
929	Hummer	It looks like a Hummer but with a long tail end	The front veiw it looks just like a Hummer	H1 Hummer H2 Hummer and H3 Hummer
930	Hummer	I've seen Hummers, and your pictures look like a Hummer.		I don't know
931	Hummer	Because the vehicle looks just		Other vehicles.

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		like a Hummer.		
935	Hummer	It looks like the same basic design		No idea
936	chevelot	i believe that is the company that makes the hummer	chevelot has the hummer now	automobiles is the only thing that i know of
940	hummer	because it is a hummer	nothing	nothing
943	hummer	because it's a hummer	self-evident	hummers
944	hummer	looks like a hommer stripped down	none	gm
945	GM	I'm pretty sure that GM puts out the Hummer, I'm pretty good with cars	I see a Hummer everyday	in assoc with Dodge
947	Hummer	It is similar in construction to the Hummer brand vehicles	nothing	Large SUV's
948	Hummer	Because Hummer's vehicles are very unique. I am also in the military and recognize the civilian version. I believe it is called the H1 if I am not mistaken.	I also remember when they first came out that Arnold Schwarzenegger drove one.	I do believe that they make the H2, which is the new full size and the H3, which is smaller.
951	hummer	because it looks like a hummer		h2 and h3
956	hummer	it looks like a hummer	nothing	don't know
959	hummer	that is name of vehicle	na	dont know
960	hummer	the shape and look		not sure
961	Hummer	looks like a Hummer	appearance	don't know
964	hummer	gm		none
975	hummer	looks like a hummer	saw ads for hummer	dont know
976	hummer	I believe that is the brand of vehicle that this is	no response	no response
978	hummer	it looks like a hummer	nothing	other models of hummer
980	GM Hummer	It looks like a Hummer and I know that GM owns Hummer	Nothing	GM has a large line of vehicles. I believe Hummer only puts out this type of vehicle
981	Hummer	It looks like a Hummer	na	Cars
989	hummer	it looks like a hummer to me	the size and shape	i dont know
995	hummer	that's what it looks like??????	na	hm2
1010	Hummer	Because the car looks like a hummer.	Nothing	I don't know.
1011	hummer	i drove hum vee's in the army	i know this vehicle	none
1017	Hummer	its a humm vee truck	thats it	trucks
1021	gm	hummer is produced by gm		corvette, camaro
1022	GM	Cuz I know what a hummer is		cars and trucks
1026	Hummer	Because i recognize the vehicle	Because the hummer is a unique body style	? dont know
1033	Hummer	Because it Hummer's have a distinct look to them.		nothing to my knowledge
1036	Hummer	Because that's who makes the vehicle		H1 H2 and H3
1038	Hoomer	That's what I know	nothing else	dont know
1042	Hummer	It looks like a Humvee		I don't know of any other than several models of the Humvee
1046	GM	General Motors makes the Hummer and that looked like a Hummer to me.		General Motors puts out other brands of car including Chevrolet, Cadillac, and GMC.
1050	Hummer	It resembles their particular style in vehicles	I have seen vehicles closely resembling the one pictured and it was manufactured by hummer	they also manufacture many other makes and models of vehicles
1051	gmc	they make the hummer	they make these for the army	cars

Table 3				
Verbatim Responses of all Confused Test Condition Participants				
Resp ID	Who Sourced, Sponsored, or is Affiliated?	Why do you say that?	What else, if anything, makes you say that?	What Other Products?
1052	Hummer	Because it looks like one	Nothing	I dont know
1054	gm	Hummer is a product sold at Chevrolet dealers	Seen it	Trucks, Cars
1060	hummer	it looks like a hummer		hummer h2, h3
1063	gmc	HUMMER vehicle		vehicles
1064	GM	It is their product "hummer"	I know cars	Pontiac
1069	Chrysler/Hummer	it's a Hummer.		Viper
1070	Hummer	It looks like a hummer	It's very square	military vehicles
1074	hummer	its a humvee	looks like one	no idea
1083	hummer	it looks like one of their vehicles	over sized vehicles, off-road & a gas gusler	other larger vehicles
1087	hummer	looks like a hummer	nothing	nothing
1088	Hummer	Because it's a Hummer truck... not sure if another company bought the line though...I think so.	Nothing else.	Trucks only.
1090	gm	believe that Hummer is a division of general motors		chevrolet, gmc, buick, pontiac, saturn, saab, cadillac vehicles
1095	hummer	Not sure if Hummer is a company or a type of vehicle, but that's what I would call a vehicle that looks like that.	It's shape.	not sure
1098	AM General	It looks like a HMMWV (military Hummer) that's been modified.	The hood, vehicle sides and rear end are very similar to the HMMWV. The suspension and tires are not. The rear of the body has been changed.	Military vehicles, i.e., line haul tractors, large trucks, engines and accessories.
1100	Hummer	Because it looks like a Hummer.	I do not know.	cars
222	Hummer	That their name	N/A	N/A
255	gm	na	its a hummer	na
363	hummer	i don't know		military truck
384	government	hummers were used in the military first	nothing	don't know
439	the Army	Looks like a tank of some sort. not really sure	it is big and looks somewhat like a tank or hummer	I don't know for sure
459	United staes army	It looks like a hummer they use	Ive seen Military personal use them and they are on every base ive been to	I dont know
479	the company who makes hummers	I don't know		Exotic vehicles
559	no idea, the company that makes the hummer for the military	because the military was the main user of the vehicle until they became commercialized	nothing	no clue
621	Who ever made the Hummer brand.	No company could get away with stealing a idea for a entire car.	nothing	?
639	general motors	i think that gm makes hummer	nothing else	not sure
655	hummer	think they own brand	nothing	different vehicles
666	the military	i believe a hummer is based on military vehicles	i have seen these on the t.v. from footage of the war	i do not know
844	hummer	?	n/a	hum vee, h2, & h3.
752	Hummer	very similar in apperance, military like		not sure
915	hummer or jeep	looks familiar		similar vehicles
999	hummer	looks like a hummer but I think made by another car company		Frđ I think so many other models

103. Table 4 below provides the verbatim responses of control condition respondents who were confused as to source, sponsorship, or business affiliation (all responses are unedited for spelling, punctuation, or grammar).

Table 4				
Verbatim Responses of all Confused Control Condition Participants				
Resp ID	Who Sourced, Sponsored, or is Affiliated?	Why do you say that?	What else, if anything, makes you say that?	What Other Products?
2	hummer	Its just looks similar, so I thought it maybe was a different version	Just the shape and the way its made	Hummers, and little hummers
11	Hummer	It has the edgy design that reminds me of a Hummer	Just that it looked substantial as far as the body is concerned.	Other Hummer trucks suvs like the H2 & such.
14	Hummer	It looks like something Hummer would produce.		SUV's
53	Hummer	It looks sturdy just like a Hummer	nothing	none I know of
54	hummer	because it looks like a hummer in a way	it just reminds me of a hummer	not sure
70	hummer	looks like an h3	big tires	don't know
84	hummer	looks kinda like a hummer	none	hummer
86	hummer	The vehicle looks angular with high ground clearance	Workmanship is a bit simple	H1, H2, H3
88	hummer	ugly		h2
92	Hummer	Hoping it was a new Hummer SUV	Love the SUV and it looks well, sturdy made with lots of rubber and great strong metal and Hummer makes SUV's that I place in that category	I don't think anything, but I am not sure. I know its not called Hummer and its put out by one of the auto companies-- saw it the other day--not sure which
96	hummer	looks like one	nothing	hummer
100	Hummer	the front end looks like a hummer and the wheels look like the hummer product.		H2, H3
103	hummer	looks like it quite a bit better though.	na	h2, h3, jeep, etc
107	hummer	it looks like a hummer	the design of the vehicle	vehicles
119	GM	Kind of looks like a Hummer in a new look but I guess it could be foreign.	nothing	Hummer, Camaro, Monte Carlo, Impala, Tahoe, 1500 series pickups and up, and the list goes on.
126	Hummer	It looks like a new hummer	Nothing	Hummers
149	GMC	Looks like a Hummer	nothing	Hummer, Pontiac, GMC, Buick
154	hummer	It's huge		H2
169	Hummer	It looks like a Hummer	Nothing	Just vehicles to my knowledge
200	HUMMER	LOOKS LIKE ONE	THATS IT	DONT KNOW
209	Hummer	It looks like the products that Hummer produces.	The big wheels! I love those	H2, Hummer
239	hummer	it looks cool, looks expensive, smooth curves and probably looks like it uses alot of gas		H1, H2
242	hummer	it looks like an ugly hummer	its white	ugly vehicles
244	hummer	It looks a lot like one.	It has that kind of style.	I think it's just the hummer.

Table 4				
Verbatim Responses of all Confused Control Condition Participants				
Resp ID	Who Sourced, Sponsored, or is Affiliated?	Why do you say that?	What else, if anything, makes you say that?	What Other Products?
252	Hummer	It just looks like their product.	Nothing.	Do not know.
267	Hummer	It looks like a smaller version.	The design.	Mostly vehicles
269	hummer	style of car	grill and design of car	hummer trucks
277	hummer	it has that hummerish look or maybe jeep?	the tires, body design	h1, h2, h3
293	hummer	It reminds me of one I saw	Because it is box-like	I don't know if there any
304	Hummer	From the side, only, it has the look of a Hummer. It seems wide and high.	It has the off road look of a hummer or jeep	Large, off road vehicles.
330	Hummer	looks in away simafar to a hum v.	The clearence off ground.Body design.	Don't know.
343	Hummer	It looks like a slightly smaller version of a Humvee.		Hummer I & II & III
361	GM	Looks similar to a H-3 Hummer To me.	It Looks Classey.	GMC trucks, Satums, Cheverolet, Hummers.
364	Hummer	It's ugly, it's huge, and it looks like it has a lot of off road capabilities	n/a	ugly, huge, gas guzzling SUVs that help boost male egos
368	hummer	It looks like hummer h2 modified		orv's
380	hummer	looks similar to one	na	trucks / suv
381	Hummer	Looks like the kind of vehicle Hummer puts out	Looks like a hummer	None
386	Hummer	It looks a lot like the Hummer's	Hummer's are very large, this looks like a smaller version.	Not sure
390	hummer	cause it looks like a fricken hummer	nothing else	have no idea
401	Hummer	They make many off-road vehicles, as this appears to be	the shape of the vehicle	H1, H2, H3
403	chevrolet	looks like a hummer	nothing	hummer,silverado,impala
413	Hummer (GMC)	It looks similar to the H3	Nothing	A variety of different autos and trucks.
426	hummer	looks like a hum v or something that is military speced	the aerodynamics	vehicles
434	jeep hummer	the vehicles appearance is similar to jeep but looks like a hummer too.	the front headlights	jeeps, various cars and trucks and off road vehicles for military
435	jeep	it looks like either a jeep or a hummer	the bulky shape	i cant remember
449	hummer	it looks like a variation of one.	nothing	giant trucks
461	hummer	looks similar to hummer	nothing	NA
472	hummer	it look like a hummer	nothing	i dont kow
492	Hummer	It looks like a product they would put on the market. They are know for large scale vehicles which is what it appeared to be in the picture.	I don't think anything else makes me say that. My observation is mostly based on picture observation.	H3 and H2
494	hummer	because it looks like a hummer	nothing	i don't know
523	GM	Looks like a Hummer baby brother	the general lines and outline, the cut of the doors and hood	HUMVEE HM2, Chevrolet trucks and cars, Pontac, Cadillac, Buick, Saturn, Oldasmobile
526	GM	It looks similar to the Hummer	none	all types of trucks and cars
530	Hummer	It has the same look as the Hummer	Nothing else	Hummer car brand
556	Hummer	The lines look like those of the Hummer series of SUV's	The high suspension. It looks higher than most SUV's.	As far as I know only SUV's They have 3 models that I know of other than the actual military vehicle that they produce.

Table 4				
Verbatim Responses of all Confused Control Condition Participants				
Resp ID	Who Sourced, Sponsored, or is Affiliated?	Why do you say that?	What else, if anything, makes you say that?	What Other Products?
560	hummer sucks	because they do	too expensive, stupid commercials and careless	no comment
564	hummer	It looks like similar hummer products	nothing	h1, h2, h3
565	hummer	it looks kinda like a hummer	nothing	hummer trucks
566	Hummer	It has that masculine, rugged look	It's unique looking	Humvee
567	hummer	It has the shape of the previous models and stands out like the hummer designs	nothing	don't know
587	Hummer	It looks like their style of vehicle		H2 and H3
601	Hummer	kinda looks like a modified hum-v		vehicles hum-v, h2 & h3
607	general motors	reminds me of a hummer	style	hummer, ?
658	HUMMER	The aggressive look and lines of the SUV look like a HUMMER.	It looks like the designers at HUMMER were attempting to design an SUV with softer, more organic lines as compared to their current "boxy" looking models.	I don't think they put out any other products.
661	hummer	it looks like a hummer hybrid of some sort	its hideously ugly and hummers are just that.	hummer 1 2 3
667	hummer	it resembles many features of the hummer h2, just an updated version or new model	don't know	don't know
672	hummer	it looks like a hummer	nothing	other vehicles
673	hummmmer	looks similar to other models by them		suv's
678	hummer	It looks like a mini hummer	rugged looking, wench's in front and back	I don't know
683	Hummer	Because it looks like something they would put out.	n/a	The large scale Hummer and their new smaller scale Hummer.
695	hummer	The size and the look	No	Hummer, H2 H3
699	Hummer	The heaviness of the design led me to believe it was by Hummer	The shape and design seems to indicate it is by that company.	Larger 4 wheel drive vehicles
731	GM Hummer	It looks like a Hummer vehicle	Body style	Trucks and cars
733	Hummer	From the front it looks like a Hummer, a more sportier version.	Big tires	don't know of any
759	hummer	style of vehicle	4x4	h2/h3
786	Hummer	Looks like a sporty SUV	just the overall appearance and sleekness	Hummer1, Hummer2 and hummer3
793	hummer	it resembles one	shape	don't know
798	Hummer	It looks like one	n/a	SUV's
803	Hummer	It looks like a hummer	no other reason	H1, H2, H3
812	hummer	look like one		SUV's
845	hummer	looks like a hummer	nothing	don't know
870	Hummer	It looks like a Hummer type vehicle	It's boxy	Military vehicles as well as civilian SUV's

Table 4				
Verbatim Responses of all Confused Control Condition Participants				
Resp ID	Who Sourced, Sponsored, or is Affiliated?	Why do you say that?	What else, if anything, makes you say that?	What Other Products?
876	Hummer	The shape of the body, overall. But also individual markings on the vehicle such as the shape of the doors.	I also believe that this vehicle may be made by Hummer because it is definitely a vehicle that is to be marketed for the offroad, yet it is designed to look good enough to appeal to those who have no intention of driving it offroad.	H1, H2, H3, H2 SUT.
880	Hummer	that is what it reminds me of	don't know	don't know
892	Hummer	It looks like a hummer.	Clothing, Apparel,...
893	hummer	looks like something they would do	style	other vehicles
908	Hummer	It looks like the current Hummer models, only more futuristic, with rounder (though still blocky) edges	I imagine that Hummer would want to branch out and appeal to consumers who consider their current models too large, too harsh, and too deleterious to the environment	Hummers
911	Hummer	It looks like a off road version of a hummer.	The body style	I think the company also make cars
912	HUMMER	because it looks like other models that brand has already put out	thats it	HUMMER H2 H3 H1
955	Hummer	uihin7yg kuvyku v	uy 76f 66ytf ktyvf 67f yt vyuf tf jyt ft tkuyv	4 t34t 34t 34t 4g wreg34t erg 34t 34t 34t 3
969	Hummer	The body of this vehicle looks like a small type of Hummer.	Hummers are very rugged and industrial looking.	I'm not sure
970	Hummer	It reminds me of their styling.	The whole Look, sturdy, large.	Car accessories
986	Hummer	It looks like a Humvee	4-Wheel Drive and Wench...shape looks like a Hummer	Humvee, H2
987	Hummer	It has the front end look and height of a Hummer product, only modernized design.	The overall look is one of intimidation, which to me, is a Hummer trademark. It has the ruggedness and style as well.	H2 series vehicles, military vehicles,
990	hummer	It looks similar to a Hummer	Bulky, stocky car	not sure
1003	hummer	it's large like a hummer	na	na
1019	hummer	It looks oversized like a hummer	Its unusual design	tanks and suv
1028	hummer	it looks like a newer version of a humvee	the front view	dont know
1048	hummer	has the look of a futuristic hummer	the front end and windshield	cars
1058	hummer	looks like a hummer	nothing	nothing
1066	Hummer	Bc i looks like a diffrent version of it		SUV
1067	Hummer/GM	Vehicle has the appearance of a Hummer/HumVee	nothing	Hummer, H2, H3, Military Vehicles
1072	hummer	looks like a hummer product to me	nothing	large suv, cars, auotmobiles trucks jeeps
1078	hummer	it look like it a little	that all	jeep
1085	hummer	Looks like a contemporary version of a smaller hummer	dont jnow	Hummer, H2, H3
1099	Hummer	It looks similar to it.	It looks like a large vehicle capable of driving on many different terrains.	H2 & H3
161	Jeep	It looks similar to a Hummer which branched out from the Jeep.		I don't know
316	hummer	It resembles a Hummer	nothing	I do not know

Table 4				
Verbatim Responses of all Confused Control Condition Participants				
Resp ID	Who Sourced, Sponsored, or is Affiliated?	Why do you say that?	What else, if anything, makes you say that?	What Other Products?
495	its either Hummer or Jeep	because it looks more like an offroad capable vehicle which is what Jeep and Hummer specialize in.		I am unclear of what this is asking.
593	hummer	it looks like a knock off one	nothing	i dont know
684	hummer	looks like a hummer		don't know
710	Hummer	This looks similar to the H2 & H3 vehicles.	The ruggedness of the vehicle.	Other than the vehicles, I don't know of other products.
736	hummer	it has the body style	nothing	idk
934	hummer	looks like a version of hummer	nothing	thats it
1023	us government, because it looks something like a hummer	It looks like a verhicle used in the army	I don't know, it looks like something from the future	tanks, jeeps, etc
155	maybe the hummer	just looks like a hummer like suv	nothing	who ever makes the hummer
938	General Motors	It also could be a compact version of a hummer	There are no start up companies in the auto industry anymore	Hummer, Suvs, light duty trucks

104. Tables 5, 6, and 7 below present the test condition response distributions for each question battery--source, authorization, and affiliation respectively.

Table 5
 Test Condition
 (n=550)

Source Question Battery

- What company do you believe puts out this product?
- Why do you say that?
- What else, if anything, makes you say that?
- What other products does that company put out?

<u>Response Category</u>	<u>Number</u>	<u>Percent</u>	RESPONSE DISTRIBUTION	
			<u>Unduplicated Number</u>	<u>Percent</u>
A. Responded				
1. GM/Hummer	377	68.5		
2. Jeep	26	4.7		
3. Toyota	2	0.4		
4. GM/GMC/Chevy without reference to Hummer	23	4.2		
5. Ford	8	1.5		
6. Honda	2	0.4		
7. Other Car Company (Nissan, Isuzu, etc.)	2	0.4		
8. Military/US Government	12	2.2		
9. Other	2	0.4		
0. Don't Know	0	0.0		
Subtotal	346	62.9		
B. Don't Know	92	16.7		
Total	550	100		

Table 6
Test Condition
(n=550)

Authorization Question Battery

- Do you believe the company that puts out this product:
 - A. ...did get authorization or sponsorship, that is permission, to make it.
 - B. ...did NOT get authorization or sponsorship, that is permission, to make it.
 - C. I don't know or I don't have any opinion.
- What company, firm, or organization do you believe gave permission?
- Why do you say that?
- What else, if anything, makes you say that?
- What other products are made by that company, firm, or organization that you believe gave authorization or permission?

Response Category	Number	Percent	RESPONSE DISTRIBUTION	
			Unduplicated Number	Percent
A. Responded				
1. GM/Hummer	69	12.5	13	2.4
2. Jeep	6	1.1		
3. Toyota	0	0.0		
4. GM/GMC/Chevy without reference to Hummer	19	3.5		
5. Ford	1	0.2		
6. Honda	0	0.0		
7. Other Car Company (Nissan, Isuzu, etc.)	7	1.3		
8. Military/US Government	70	12.7		
9. Other	6	1.1		
0. Don't Know	92	16.7		
Subtotal	270	49.1		
B. Did Not Get Authorization	25	4.5		
C. Don't Know	255	46.4		
Total	550	100		

Table 7
 Test Condition
 (n=550)

Affiliation Question Battery

- Do you believe the company that puts out this product:
 - A. ...does have a business affiliation with another company, firm, or organization.
 - B. ...does NOT have a business affiliation with another company, firm, or organization.
 - C. I don't know or I don't have any opinion.
- With what other company, firm, or organization do you believe they have a business affiliation?
- Why do you say that?
- What else, if anything, makes you say that?
- What other products are made by the company, firm, or organization you believe is affiliated with the one that puts out this product?

Response Category	Number	Percent	RESPONSE DISTRIBUTION	
			Unduplicated	
			Number	Percent
A. Responded				
1. GM/Hummer	34	6.2	3	0.5
2. Jeep	16	2.9		
3. Toyota	1	0.2		
4. GM/GMC/Chevy without reference to Hummer	46	8.4		
5. Ford	2	0.4		
6. Honda	0	0.0		
7. Other Car Company (Nissan, Isuzu, etc.)	5	0.9		
8. Military/US Government	21	3.8		
9. Other	22	4.0		
0. Don't Know	57	10.4		
Subtotal	204	37.2		
B. Does Not Have A Business Affiliation	44	8.0		
C. Don't Know	302	54.9		
Total	550	100		

105. Tables 8, 9, and 10 below present the control condition response distributions for each question battery-- source, authorization, and affiliation respectively.

Table 8

Control Condition
(n=550)

Source Question Battery

- What company do you believe puts out this product?
 - Why do you say that?
 - What else, if anything, makes you say that?
 - What other products does that company put out?
-

<u>Response Category</u>	<u>RESPONSE DISTRIBUTION</u>			
	<u>Number</u>	<u>Percent</u>	<u>Unduplicated Number</u>	<u>Percent</u>
A. Responded				
1. GM/Hummer	105	19.1		
2. Jeep	80	14.5		
3. Toyota	71	12.9		
4. GM/GMC/Chevy without reference to Hummer	14	2.5		
5. Ford	12	2.2		
6. Honda	22	4.0		
7. Other Car Company (Nissan, Isuzu, etc.)	26	4.7		
8. Military/US Government	1	0.2		
9. Other	8	1.5		
0. Don't Know	7	1.3		
Subtotal	346	62.9		
B. Don't Know	204	37.1		
Total	550	100		

Table 9
Control Condition
(n=550)

Authorization Question Battery

- Do you believe the company that puts out this product:
 - A. ...did get authorization or sponsorship, that is permission, to make it.
 - B. ...did NOT get authorization or sponsorship, that is permission, to make it.
 - C. I don't know or I don't have any opinion.
- What company, firm, or organization do you believe gave permission?
- Why do you say that?
- What else, if anything, makes you say that?
- What other products are made by that company, firm, or organization that you believe gave authorization or permission?

<u>Response Category</u>	<u>Number</u>	<u>Percent</u>	RESPONSE DISTRIBUTION	
			<u>Unduplicated Number</u>	<u>Percent</u>
A. Responded				
1. GM/Hummer	27	4.9	9	1.6
2. Jeep	15	2.7		
3. Toyota	22	4		
4. GM/GMC/Chevy without reference to Hummer	11	2		
5. Ford	5	0.9		
6. Honda	4	0.7		
7. Other Car Company (Nissan, Isuzu, etc.)	12	2.2		
8. Military/US Government	4	0.7		
9. Other	18	3.3		
0. Don't Know	117	21.3		
Subtotal	235	42.7		
B. Did Not Get Authorization	40	7.2		
C. Don't Know	275	50.0		
Total	550	100		

Table 10
Control Condition
(n=550)

Affiliation Question Battery

- Do you believe the company that puts out this product:
 - A. ...does have a business affiliation with another company, firm, or organization.
 - B. ...does NOT have a business affiliation with another company, firm, or organization.
 - C. I don't know or I don't have any opinion.
- With what other company, firm, or organization do you believe they have a business affiliation?
- Why do you say that?
- What else, if anything, makes you say that?
- What other products are made by the company, firm, or organization you believe is affiliated with the one that puts out this product?

<u>Response Category</u>	<u>RESPONSE DISTRIBUTION</u>			
	<u>Number</u>	<u>Percent</u>	<u>Unduplicated Number</u>	<u>Percent</u>
A. Responded				
1. GM/Hummer	18	3.3	2	0.36
2. Jeep	19	3.5		
3. Toyota	5	0.9		
4. GM/GMC/Chevy without reference to Hummer	9	1.6		
5. Ford	4	0.7		
6. Honda	0	0		
7. Other Car Company (Nissan, Isuzu, etc.)	5	0.9		
8. Military/US Government	2	0.4		
9. Other	31	5.6		
0. Don't Know	75	13.6		
Subtotal	168	30.5		
B. Does Not Have A Business Affiliation	48	8.7		
C. Don't Know	334	60.7		
Total	550	100		

106. Although unlikely, current and former owners of Hummer vehicles may be atypically sensitive to the tests involved in

this survey. However, as noted previously, screening for this prior exposure to either the test or control stimuli would have had the negative effect of possibly cueing all respondents toward Hummer and encouraging hypothesis guessing. Therefore these measures were taken at the end of the survey so they could not affect the main variables of interest. Thirty-two respondents indicated that they currently own or had previously owned a Hummer. Interestingly, these 32 were equally distributed across the test and control conditions. The analysis was run without these respondents and proportions across conditions did not change materially⁴⁹ and all differences observed in scores across conditions were still significant ($p < .001$). Therefore these respondents were kept in the dataset.

107. Again it is possible but unlikely that past and potential builders of "kit" cars could respond atypically and thus inordinately influence the final results. Ninety-four⁵⁰ respondents indicated that they had previously participated in the building of a kit car and 127⁵¹ indicated they expected to participate in the building of a kit car within the next three years. Again the analysis was rerun with these responses omitted and proportions across conditions did not change

⁴⁹ With current and past Hummer owners removed, 71.5% of the test condition indicated confusion and 20.4% of the control condition indicated confusion resulting in a net confusion of 50.9% immaterially different from the whole sample net confusion rate of 50.4%.

⁵⁰ 53 in the control condition and 41 in the test condition.

⁵¹ 68 in the control condition and 59 in the test condition.

materially⁵² and all differences observed in scores across conditions were still significant ($p < .001$).

108. Similar analysis was done for those who indicated that they or someone in their household was a lawyer by profession. 14 respondents indicated this was the case. Five were part of the control condition and nine were part of the test condition. Again, their responses were removed from the dataset and all analysis rerun. Not surprisingly, proportions did not change at all⁵³ the difference observed between proportions did not change ($p < .001$). Thus I am confident that these responses were not atypical and can be included without reservation in the final tabulations.

109. Comparing the two conditions and netting out the impact of noise and other irrelevant factors which may have lead to confusion, I find a net confusion rate in this study of 50.4 percent. This is a substantial and statistically significant rate of net confusion.

110. This high rate of net confusion also speaks to the strong position of Hummer's overall shape and design held in the

⁵² With past kit car builders removed, 70.9% of the test condition indicated confusion and 20.1% of the control condition indicated confusion resulting in a net confusion of 50.8% immaterially different from the whole sample net confusion rate of 50.4%. Similarly, when potential kit car builders were removed, 70.9% of the test condition indicated confusion and 19.5% of the control condition indicated confusion resulting in a net confusion of 51.4% immaterially different from the whole sample net confusion rate of 50.4%.

⁵³ With lawyers removed, 71.5% of the test condition indicated confusion and 21.1% of the control condition indicated confusion resulting in a net confusion of 50.4% identical to the whole sample net confusion rate of 50.4%.

minds of the relevant consumer segment. Unaided by brand identifiers or other cues, a vehicle similar in shape and design to the GM Hummer vehicle generated unaided identification of more than 71%. When the functional elements of rugged off-road design are controlled for, the non-functional styling and design elements drive more than 50% of that identification.

111. Exhibit 7 presents all survey responses.

CONCLUSION

112. It is my considered opinion, based on the empirical findings of this survey, my experience, and my education, that there are likely to be substantial levels of confusion among the relevant group of consumers who encounter an Urban Gorilla product. Specifically these data indicate that among potential customers who come into contact with the Urban Gorilla product on the street or in some other context, there will be a substantial number who are likely to be confused or misled by the belief that the Defendant's product is being put out by General Motors or Hummer, is made with the sponsorship or authorization of General Motors or Hummer, or that General Motors or Hummer has a business affiliation with the source of the Urban Gorilla vehicle. This is due to the gestalt impression formed in consumer's minds because of the external elements of the Urban Gorilla--its overall shape and design--that are confusingly similar to the GM Hummer vehicle.

COMPENSATION

113. I am being compensated at the rate of \$250 per hour plus expenses.

PREVIOUS TRIAL TESTIMONY

114. Ameritrade International, Inc. vs. HSN Improvements, LLC, in U.S. District Court, District of Utah.

115. I declare under penalty of perjury that the foregoing is true and correct. Executed this 8th day of June, 2007, in Provo, Utah.


Dr. Glenn L. Christensen